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DATE: December 21, 2004

TO: Examiner Michael A. Cuff **FAX NO.:** 703-872-9306
USPTO GPAU: 3627

FROM: Jeffrey G. Toler

RE U.S. App. No.: 09/497,773, filed February 3, 2000

Applicant(s): Jerry E. Pierce, et al.

Atty Dkt No.: 1007-0001

Title: METHOD AND SYSTEM FOR OPTIMIZING MARKET
ACCESSIBILITY VIA AN ELECTRONIC NETWORK

NO. OF PAGES (including Cover Sheet): 30

MESSAGE:

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- Transmittal Form (1 pg)
- Response to Office Communication (28 pgs)

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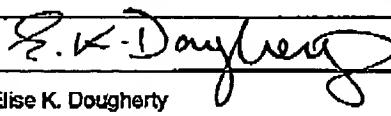
29

Application Number	09/497,773
Filing Date	February 3, 2000
First Named Inventor	Jerry E. Pierce
Art Unit	3627
Examiner Name	Michael A. Cuff
Attorney Docket Number	1007-0001

ENCLOSURES (Check all that apply)		
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Date	11-21-2004	Reg. No. 38,342

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Jerry E. Pierce

Title: **METHOD AND SYSTEM FOR OPTIMIZING MARKET
ACCESSIBILITY VIA AN ELECTRONIC NETWORK**

App. No.: 09/497,773 Filed: 02/03/2000

Examiner: Michael A. Cuff Group Art Unit: 3627

Customer No.: 34456 Confirmation No.: 7892

Atty. Dkt. No.: 1007-0001

Mail Stop: Appeal Brief--Patents

Commissioner for Patents

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RESPONSE TO OFFICE COMMUNICATION

Dear Sir:

In response to the Office Communication mailed December 7, 2004, a revised Appeal Brief is provided with respect to the above-identified application.

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